

A full-page advertisement for Marlboro Wild Toro cigarettes. The background is a photograph of a cowboy in a red shirt and blue jeans, riding a dark horse. The horse's head is in the foreground, and the cowboy is holding its bridle. The word "Marlboro" is written in large, red, serif font across the top. The words "Wild Toro" are written in a smaller, red, serif font below "Marlboro".

Marlboro

Wild Toro

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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